

ABSTRACT

5 A location sensitive web server system for a physical entity includes a location beacon located adjacent to the physical entity. The location beacon transmits a beacon signal containing (1) a web address of a web site for the physical entity and (2) a location token that expires within a predetermined time period. The beacon has a predetermined transmission range. The system also includes a web server that hosts the web site for external accesses with the web address. The system also includes a location authentication
10 module that causes the web server to restrict access to the web site if an access request does not contain the location token or the location token has expired.